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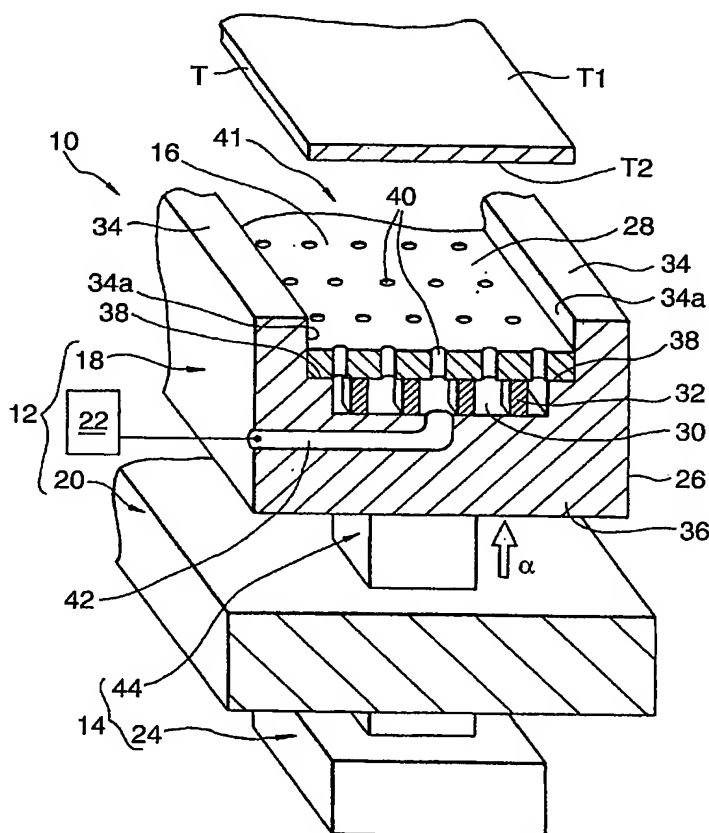
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(54) Title: **DEVICE FOR APPLYING ADHESIVE TAPE**

(57) Abstract: An adhesive tape application device 10 for adhering an adhesive tape onto an objective surface area having various profiles. The adhesive tape application device (10) includes a holding mechanism (12) for holding the adhesive tape T of a profile coinciding with that of the objective surface area with the adhesive surface T1 directing outward, and a pressing mechanism (14) for press-bonding the adhesive tape onto the objective surface area. The holding mechanism (12) includes a suction member (18) with an elastic holding surface (16) to be brought into contact with a back surface T2 of the adhesive tape, a base member (20) for holding the suction member to be movable in the pressing direction transverse to the holding surface, and a vacuum source (22) connected to the suction member and generating the negative pressure adjacent to the holding surface to hold the adhesive tape by suction on the holding surface. The pressing mechanism has a drive section (24) for subjecting the suction member to the parallel movement in the pressing direction relative to the base so that the adhesive surface of the adhesive tape held on the holding surface by suction is pressed onto the objective surface area.



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